

WARREN BROS. CAMPAIGN PLAN

**SOLVING**  
The Promotion Set-up for



"THE CASE OF THE

# VELVET CLAWS

by Erle Stanley Gardner, with  
**WARREN WILLIAM**  
**CLAIRE DODD**  
**WINIFRED SHAW**

Gordon Elliott • Joseph King • Olin Howland  
Addison Richards • Eddie Acuff • Dick Purcell  
A First National Picture • Directed by Wm. Clemens



# EXPLOITATION

## INEXPENSIVE SELLING ANGLES

*For Novel Stunt, Try*

### TESTING PATRONS WITH LIE DETECTOR

Since lie detector plays important part in film, you might be able to work out a pretty good stunt by borrowing one and setting it up in lobby. With psychoanalyst or police to help, you shouldn't have any difficulty in getting your patrons interested in the set-up.



#### INVITE 'EM TO TRY IT

Of course, first stunt that would come to mind would be to ask couples to try your machine. They'll probably gag around, with wives asking husbands where they went the night before . . . but it ought to be fun.

#### USE IT AS CONTEST

Another angle would be to have sign near detector offering free tickets to anyone who can tell a deliberate lie without having it register on the machine. You can think up any obviously false statement and ask folks to repeat it while they're harnessed to the detector. The chances, they tell us, are very slim for anybody to take your tickets.

#### ATTENDANT EXPLAINS IT

Whatever stunt you use, it's always a good idea to have somebody around who can tell folks about the machine. You know, it's a tricky gadget, and just the explanation about its workings should prove quite interesting to your patrons.

### CLAWS WAG BEFORE TRAILER

You might give your patrons little chill effect before trailer flashes on screen. All you do is douse house lights and place papier-mache vicious-looking, claw-like hand in front of projection machine. After you think you've given em enough of it . . . zip comes the trailer.

### HERALDS FROM BOOK PAGES

A good stunt we've seen worked before, is to buy or promote a couple of copies of the book from local book shop. Pages should be torn out and surprinted with picture plug and theatre name in red ink.

### 1-DAY NEWSPAPER CONTEST

Below you'll find 1-day contest that you might be able to plant in paper or use in program or lobby. Idea is for folks to identify masked still of Winifred Shaw in return for ducats.

#### WHO IS THIS MOVIE STAR?



Mat No. 104-10c

(Publicity Story)

Here you are, Movie Fans!

There are free tickets waiting for you at the Theatre.

All you have to do is to identify the star whose picture is shown at left.

Then, if you're one of the first ten people to send in her name to the Contest Editor of \_\_\_\_\_ (paper), you will receive two free tickets to see her when she comes to the Theatre on \_\_\_\_\_ (date).

### ANIMATED DISPLAY CONTEST

For lobby animation, you could get up a shadow box with stills of cast displayed. When light flashes from behind, velvet claws appear above each still. Copy reads: "When will the Velvet Claw strike next." If you want to use it as a contest, additional copy can read: "Two free tickets to see 'The Case of the Velvet Claws' will be given to each of the first ten people who give the correct answers accompanied by an explanation of 25 words or less."

### BOOK DISPLAY IN LOBBY

For a lobby display, you could make a blow-up photo of the book cover—and surround it with copies of other books by Erle Stanley Gardner. Copy ties in book series with your latest mystery film.

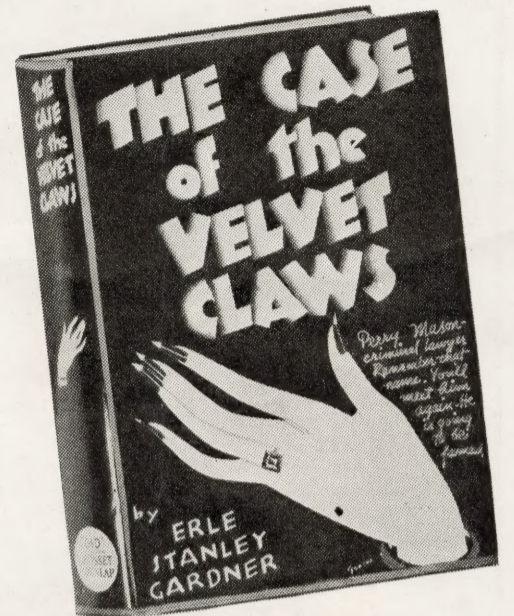
### STENCILLING ON SIDEWALKS

If city fathers okay stunt, you might have one of your ushers make rounds of town's main streets stencilling figure of claw-like hand on sidewalks. Should coppers nix stunt . . . they'd surely have no objection if stencil were to be in water which dries quickly. However, in this case, boy bending over, painting on street should cause folks to stop and see what he's doing. You could use just the claw to tease 'em . . . or add pic's title with it.

### WINDOW DRESSED IN VELVET

Femme fashions forecast velvet for fall and winter wear. Which should give you hint that department and dress stores will be giving their windows over to prominent display of this material about time that film is released. Hop down and see display managers about giving show plug in this manner, using stills of Claire Dodd or Wini Shaw. You'll probably suggest copy along this order: "Velvet Gowns—As Delightfully Exciting As 'The Case of the Velvet Claws' now at the Strand."

### BIG NATIONAL BOOK TIE-UP



Grosset & Dunlop, well-known publishers, are putting over a swell promotion campaign to help sell this picture. Bookstores all over the country are being sent material for window and counter displays, all of which plugs your show. We advise you to drop over to local dealers right away to make sure you get the most out of this campaign. And if you want to do something on your own, you might print bookmarks for them to distribute to their customers. For any further information on this tie-up, write to:

Mr. E. Edelson

c/o GROSSET & DUNLAP  
1140 Broadway, New York City

### LADY IN VELVET STROLLS

If you can lay your hands on good-looking, statuesque brunette, rig her up in long clinging velvet gown and get her a set of long artificial nails on Chinese mandarin type. When she patrols main drags handing out show's heralds, folks get gander at her nails . . . which puts 'em in the mood for film.

### FOR RENT: LOBBY ART

You don't have to spend big money on your display accessories. Under this new RENTAL arrangement, you can now fill your complete requirements in lobby and front displays.



Displays are available to you no matter where your theatre is located and regardless of its size. And remember—they are shipped to you early enough to make advance selling possible.

Write for details to:  
AMERICAN DISPLAY CO., Inc.  
525 West 43rd St. New York

# ADVERTISING

**"DON'T MARRY A DETECTIVE, GIRLS!  
I did...and hubby was so busy finding a  
velvet-clawed murderess that I couldn't  
find him even on our wedding night!"**  
(signed)  
*Mrs. Perry Mason*

**"THE CASE OF THE  
VELVET  
CLAWS"**  
Another mystery masterpiece by Erle Stanley Gardner.  
With **WARREN WILLIAM  
CLAIRE DODD · WINI SHAW**  
Gordon Elliott · Joseph King · Olin Howland  
Addison Richards · Eddie Acuff · Dick Purcell  
A First National Picture · Directed by William Clemens

A very merry Perry and a very mirthful murder provide the season's most mystical hit! Don't miss it!

**CLUE CLUB Selection**

**THEATRE**

207 Lines Mat No. 301—30c

**DOES THIS MASK HIDE  
A MERCILESS KILLER?..**  
The World Says 'Yes' - Perry Mason Says 'No'!

Here's Perry Mason's most baffling mystery... solved in his most mystical manner!

**PLEASE do not disclose  
the ending of this picture to  
your friends! They'll want to  
get the same thrill you'll get as  
you see the master-sleuth unravel..**

**"THE CASE OF THE  
VELVET  
CLAWS"**  
by Erle Stanley Gardner, with  
**WARREN WILLIAM  
CLAIRE DODD  
WINIFRED SHAW**  
Gordon Elliott · Joseph King · Olin Howland  
Addison Richards · Eddie Acuff · Dick Purcell  
A First National Picture · Directed by Wm. Clemens

**CLUE CLUB Selection**

**THEATRE  
& POLICY**

285 Lines Mat No. 302—30c

# ADVERTISING

**HERE COMES THE BRIDE...AND THERE GOES THE GROOM...ON ANOTHER MURDER-SOLVING SPREE!**

Perry Mason's married...but he's still mixing cocktails, corpses, kisses and killings! Watch him solve his most fascinating case in his most mysterious manner!

**"THE CASE OF THE VELVET CLAWS"**

**CLUE CLUB Selection**

by Erle Stanley Gardner, with  
**With WARREN WILLIAM  
 CLAIRE DODD · WINI SHAW**  
 GORDON ELLIOTT · JOSEPH KING · ADDISON RICHARDS  
 EDDIE ACUFF · OLIN HOWLAND · DICK PURCELL  
 A First National Picture · Directed by Wm. Clemens

**T H E A T R E**

232 Lines Mat No. 208—20c

**He's Had His Head Full of 'Lucky Legs'... His Heart Full of 'Curious Brides'... Now He's Got His Hands Full With**

**"THE CASE OF THE VELVET CLAWS"**

**CLUE CLUB Selection**

with  
**WARREN WILLIAM  
 CLAIRE DODD  
 WINIFRED SHAW**  
 Gordon Elliott · Joseph King · Olin Howland  
 Addison Richards · Eddie Acuff · Dick Purcell  
 Directed by Wm. Clemens

Perry Mason's most baffling case... written by Erle Stanley Gardner, ace mystery writer... filmed by Warner Bros., champion makers of thrill films...and cheered by Clue Club members everywhere as 'the best yet'!

**T H E A T R E**

196 Lines Mat No. 206—20c

**THE MERRIEST MURDER-SOLVING SPREE THAT'S EVER BEEN FILMED!..**

Perry Mason's married... but he's still mixing cocktails, corpses, kisses and killings in the most mysterically hilarious hit of his laff-loaded career!

**"THE CASE OF THE VELVET CLAWS"**

Another mystery masterpiece by Erle Stanley Gardner  
**With WARREN WILLIAM  
 CLAIRE DODD · WINI SHAW**  
 Gordon Elliott · Joseph King · Olin Howland  
 Addison Richards · Eddie Acuff · Dick Purcell  
 A First National Picture · Directed by Wm. Clemens

**CLUE CLUB Selection**

**T H E A T R E**

110 Lines Mat No. 209—20c

**PERRY MASON'S MARRIED.. And What a Honeymoon He Almost Had!**  
 His wedding present to his bride was a murder... their honeymoon to the morgue! Don't miss debonair Perry's latest misadventure... it's the merriest murder-solving spree he's ever been on!

**"THE CASE OF THE VELVET CLAWS"**

by Erle Stanley Gardner  
**With WARREN WILLIAM  
 CLAIRE DODD · WINI SHAW**  
 Gordon Elliott · Joseph King · Olin Howland  
 Addison Richards · Eddie Acuff · Dick Purcell  
 A First National Picture · Directed by William Clemens


**CLUE CLUB Selection**

**T H E A T R E**

138 Lines Mat No. 205—20c

# ADVERTISING

THE MERRIEST MURDER-SOLVING SPREE THATS EVER BEEN FILMED! . .



**"THE CASE OF THE VELVET CLAWS"**

by Erle Stanley Gardner

with WARREN WILLIAM  
CLAIRE DODD  
WINIFRED SHAW

Gordon Elliott • Joseph King  
Addison Richards • Eddie Acuff  
Olin Howland • Dick Purcell  
Directed by William Clemens  
A First National Picture

54 Lines Mat No. 204—20c

**POOR PERRY MASON! . . . HE'S IN THE MIDDLE AGAIN!**



What should Perry do? Stay with his beautiful bride of an hour or go with the mysterious gun-toting beauty to find a velvet-clawed murderer? Come and see Perry mix cocktails and corpses, kisses and killings in his maddest, most mystical manner!



**"THE CASE OF THE VELVET CLAWS"**

by Erle Stanley Gardner, with  
**WARREN WILLIAM  
CLAIRE DODD  
WINIFRED SHAW**

Gordon Elliott • Joseph King • Olin Howland  
Addison Richards • Eddie Acuff • Dick Purcell  
A First National Picture • Directed by Wm. Clemens

**CLUE CLUB Selection**

**T H E A T R E**

178 Lines Mat No. 207—20c

Perry Mason's Most Baffling Case!



**"THE CASE OF THE VELVET CLAWS"**

by ERLE STANLEY GARDNER


With **WARREN WILLIAM  
CLAIRE DODD • WINI SHAW**

Gordon Elliott • Joseph King • Olin Howland  
Addison Richards • Eddie Acuff • Dick Purcell  
Directed by Wm. Clemens

A First National Mystery Masterpiece

56 Lines Mat No. 203—20c

**IT'S MYSTERICAL!**  
No more 'Lucky Legs' or 'Curious Brides' for Perry Mason! He's got his hands full with a velvet-clawed killer and a lonesome wife in the most mirthful mystery of his career!



**"THE CASE OF THE VELVET CLAWS"**

by Erle Stanley Gardner, with  
**WARREN WILLIAM  
CLAIRE DODD  
WINIFRED SHAW**

Gordon Elliott • Joseph King  
Addison Richards • Eddie Acuff  
Olin Howland • Dick Purcell  
Directed by William Clemens  
A First National Picture

**CLUE CLUB Selection**

**T H E A T R E**

94 Lines Mat No. 108—10c

**COCKTAILS, CORPSES, KISSES AND KILLINGS!**  
Don't miss Perry Mason's most mystical hit written by Erle Stanley Gardner and filmed by Warner Bros., champion makers of thrill films!



**"THE CASE OF THE VELVET CLAWS"**

with  
**WARREN WILLIAM  
CLAIRE DODD  
WINIFRED SHAW**

also Gordon Elliott • Joseph King • Olin Howland  
Addison Richards • Eddie Acuff • Dick Purcell  
A First National Picture • Directed by Wm. Clemens

**CLUE CLUB Selection**

67 Lines Mat No. 109—10c

**COCKTAILS, CORPSES, KISSES AND KILLINGS!**  
A very merry Perry and a very mirthful murder provide the season's most mystical hit! Don't miss it!



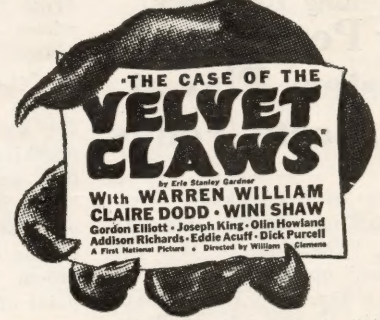
**"THE CASE OF THE VELVET CLAWS"**

by Erle Stanley Gardner  
With **WARREN WILLIAM  
CLAIRE DODD • WINI SHAW**

Gordon Elliott • Joseph King • Olin Howland  
Addison Richards • Eddie Acuff • Dick Purcell  
A First National Picture • Directed by William Clemens

39 Lines Mat No. 106—10c

The Merriest Murder-Solving Spree Ever Filmed!



**"THE CASE OF THE VELVET CLAWS"**

by Erle Stanley Gardner  
With **WARREN WILLIAM  
CLAIRE DODD • WINI SHAW**

Gordon Elliott • Joseph King • Olin Howland  
Addison Richards • Eddie Acuff • Dick Purcell  
A First National Picture • Directed by William Clemens

25 Lines Mat No. 105—10c

PERRY MASON'S MOST BAFFLING CASE!  
**"THE CASE OF THE VELVET CLAWS"**

by Erle Stanley Gardner, with  
**WARREN WILLIAM • CLAIRE DODD • WINI SHAW**

GORDON ELLIOTT • JOSEPH KING • ADDISON RICHARDS • EDDIE ACUFF • OLIN HOWLAND  
DICK PURCELL • DIRECTED BY WILLIAM CLEMENS • A FIRST NATIONAL PICTURE

14 Lines Mat No. 107—10c

# PUBLICITY

(Lead-Off Story)  
**Liberty Books**  
**Thrilling New**  
**Murder Mystery**

"The Case of the Velvet Claws," First National's latest murder mystery drama, has been booked by the Theatre as the feature attraction starting next. This is the fourth of the popular novels by Erle Stanley Gardner to be brought to the screen by the same producers with Warren William starred as the brilliant amateur detective, Perry Mason.

The plot of "The Case of the Velvet Claws" is unique, baffling and the suspense is maintained up to the moment of the amazing climax. There are two possible motives for the murder—to cover a love scandal—and to gain possession of the wealth. Perry Mason's problem is to find which is the real cause of the crime.

Eight persons are suspected, one of whom believes herself to be the killer. Circumstantial evidence points to the probability that Perry Mason himself did the deed.

The hero is injected into the case by the pistol method—just as he is starting on his honeymoon—by the wife of the man who is marked for slaughter, and who has laid herself open to suspicion through a secret love affair.

Winifred Shaw plays the wife suspected of the murder, while Claire Dodd is the bride.

Others in the strong cast are Ruth Robinson, Paula Stone, Addison Richards, Kenneth Harlan, Stuart Holmes, Eddie Acuff, Olin Howland, Dick Purcell, Carlisle Moore, Jr., Clara Blandick, Carol Hughes, Alma Lloyd, Joseph King, Robert Middlemass and Eddie Shubert.

"The Case of the Velvet Claws" was directed by William Clemens from the screen play by Tom Reed.

(Opening Day Story)  
**New Perry Mason**  
**Mystery Play at**  
**Liberty Today**

Another of Erle Stanley Gardner's baffling murder mystery thrillers, "The Case of the Velvet Claws," opens at the Theatre today, with Warren William again in the role of Perry Mason, the lawyer-detective made famous by the noted writer.

Eight persons are suspected of the killing of a rich and eccentric blackmailer who secretly publishes a scandal sheet. These include his wife, his nephew, the detective working on the case and members of the wealthy man's household. Several motives are brought to light as the possible cause of the crime, including a plot to cover up a love scandal, greed for the man's riches and vengeance.

Claire Dodd, beautiful blonde actress, has the role of Warren William's wise-cracking secretary and his bride whom he deserts on his wedding night to work on the crime case, he being forced into it by the wife of the slain man at the point of a gun.

Winifred Shaw has the role of the murdered man's wife while others in the cast include Gordon Elliott, Joseph King, Addison Richards, Eddie Acuff, Olin Howland, Kenneth Harlan, Dick Purcell, Clara Blandick, Ruth Robinson, Paula Stone, Stuart Holmes, and Carol Hughes.

William Clemens directed.

## Wedding Night Visitor!



Claire Dodd (left), Warren William and Winifred Shaw (right) portraying a newly married couple and the mysterious woman who summons the groom, at the point of a gun, to help solve a murder mystery—in the First National thriller "The Case of the Velvet Claws" which opens at the Theatre on Mat No. 202—20c

(Review)

## 'Case of the Velvet Claws' Smashing Mystery Thriller

### Warren William Does Splendid Job in Role of Famous Attorney-Detective

Few murder mystery melodramas have so intriguing a plot as the latest First National thriller, "The Case of the Velvet Claws," which kept audiences alternately laughing hilariously or gripped in suspense, at its first showing locally at the Theatre yesterday.

The picture is the most novel of all the productions made from the famous series of novels by Erle Stanley Gardner whose attorney-detective, Perry Mason, is known to every lover of fiction. And, for once, Perry Mason has a genuine romance, for he is married to his wise-cracking secretary in the very first scene.

But it is a strange honeymoon, one that nearly drives the bride to the divorce courts, the bridegroom being kidnapped at the point of a gun and forced to take over a criminal case by a woman who has had a secret love affair and fears that her name is about to be dragged through the columns of a scandal sheet.

It is this woman's husband who is mysteriously slain that very night, and strangely enough the wife believes herself guilty of the murder, although she accuses her own attorney of doing it. There are eight persons who come under the suspicion of the police, all having various motives for the crime.

Just what this motive may be, is a complete mystery until the smashing climax of the story, the detectives working on various theories, that of revenge, for the man was a blackmailer; an attempt to cover up a scandal, for the wife was having a clandestine love affair with a big shot politician; and greed, the dead man having left a vast inheritance.

This is the fourth time that Warren William has played the part of the cool, analytical and debonaire Perry Mason.

Always giving a fine portrayal of the character, William outdoes all his previous performances in the current picture, not only puz-

zling the audience by his mysterious maneuvers, but sending them into gales of laughter occasionally by his subtle tricks, one of which is to play the part of a corpse, frightening a morgue attendant into hysterics.

Claire Dodd is excellent as the sophisticated and ever efficient secretary who marries her boss, only to be deserted on her honeymoon night. But her romance is finally rounded out when a gunman is engaged to drive clients away from her husband. Winifred Shaw has the role of the wife of the slain man, a part which she handles with great capability.

Eddie Acuff adds to the hilarity of the picture by his antics.

William Clemens has done a fine job of direction, balancing the humor nicely with the many thrills. The screen play is by Tom Reed.

### Warren William Joins Amateur Detectives

Warren William, who has become identified on the screen as Perry Mason, the debonaire lawyer-detective of the Erle Stanley Gardner mystery dramas, has accepted an invitation to join the Amateur Detectives Club of America.

William has played the character of Perry Mason in four pictures, the latest being in the First National production, "The Case of the Velvet Claws," which comes to the Theatre on next.

## Solving Mystery Dramas Popular American Sport

### "The Case of the Velvet Claws" is Latest Baffling Murder Thriller of Screen

The mystery-detective story is America's greatest craze both from a financial and popularity viewpoint.

Figures compiled by the First National research department, aided by other film companies, radio concerns and publishing companies, show it tops miniature golf, bridge, soft-ball games, and all other fads which have swept the country during the past twenty-five years. Moreover, this game, for game it is, shows signs of long tenure in public favor.

There are definite rules. For example, all clues on which the detective bases his final solution must be clearly planted, so the reader, or spectator, if he is keen enough, has access to them also.

And the test is to beat the fictional detective to his solution. One of the strangest phenomena in connection with the craze is its creation of fictional detectives who have become as well-known as the movie stars who portray some of them.

Foremost of these are Warren William and Warner Oland, as Perry Mason, Erle Stanley Gardner's Sherlock, and Charlie Chan, the late Earl Derr Biggers' Chinese detective. William has also portrayed the erudite Philo Vance, whose uneasy ghost has also settled upon the shoulders of Basil Rathbone and has at last, apparently, come to rest with William Powell.

Film companies have made the rather startling discovery that it is very difficult to please the public when the personality accepted as a given detective is replaced by someone else. William is doomed to be Perry Mason.

Certain other players go from film to film because these characters, too, are fixtures in the various mystery yarns. Romantic leads, however, usually change. In "The Case of the Velvet Claws," William is supported by Claire Dodd, Dick Foran, Winifred Shaw, Alma Lloyd, Eddie Acuff, Olin Howland, Dick Purcell and Paula Stone.

## Suspect!



Winifred Shaw as the mystery woman in the First National thriller, "The Case of the Velvet Claws," coming to the Theatre on Mat No. 103—10c

## Perry Mason



Warren William, as Perry Mason, master sleuth, and bridegroom in the First National thriller, "The Case of the Velvet Claws," now showing at the Theatre. Mat No. 102—10c

## Five Actresses Support William in Mystery Play

Warren William is two up on George Brent.

Some weeks ago the Irish Mr. Brent had three leading ladies in his picture, "Snowed Under." The girls he made love to, for benefit of cameras, of course, were Genevieve Tobin, Glenda Farrell and Patricia Ellis.

The well-dressed Mr. William has five leading ladies in his current First National picture, "The Case of the Velvet Claws," which comes to the Theatre on next. The girls are Claire Dodd, Winifred Shaw, Paula Stone, Alma Lloyd and Carol Hughes.

"The Case of the Velvet Claws" is a thrilling murder mystery drama by Erle Stanley Gardner with the redoubtable attorney-detective, Perry Mason, solving a mysterious crime.

William has the role of Mason while others in the cast include Gordon Elliott, Joseph King, Addison Richards and Eddie Acuff.

# PUBLICITY

## Warren William to Hunt For Gold of Montezuma

Star of "The Case of the Velvet Claws" to Outfit Mexican Expedition

The adventurous Warren William expects soon to be hot on the trail of the fabulous gold treasure Montezuma was supposed to have buried several centuries ago in the Sierra Tarahumare Range, southwest of Chihuahua, Mexico.

The Warner Bros. star, who has the stellar role in "The Case of the Velvet Claws," which comes to the Theatre on . . . . . next, admitted he plans to outfit an expedition to search for the treasure which has been placed at several millions of dollars.

Although William will finance and head the exploration party, Don Taylor, noted archaeologist and motion picture technical advisor, will personally lead the group to where he believes the gold will be found. Taylor recently returned from an extended tour of Mexico and, while in the vicinity of Chihuahua, was advised by an Indian friend the treasure now is at the bottom of a small mountain lake.

Taylor is of the opinion the gold has never been found because during the process of geological evolution, the treasure site dropped and became the bottom or side of a small lake in the mountain range.

William says the exploration party will motor to Ojo de Agua, a small town near Chihuahua, and then pack into the mountains approximately 175 kilometers to the southwest. He figures it will take the treasure hunters about eight or ten days to reach the small unnamed lake Taylor's Indian friend described.

The archaeologist, who once was a professional pearl diver at Cape Darwin, Australia, probably will explore the lake bottom.

William is now studying Mexican law relative to the removal of gold treasure found on Mexican soil.

"The Case of the Velvet Claws" is a thrilling murder mystery drama by Erle Stanley Gardner with the redoubtable attorney-detective, Perry Mason, solving a mysterious crime.

Warren William has the role of Mason while others in the cast include Claire Dodd, Winifred Shaw, Gordon Elliott, Joseph King, Addison Richards,

### Winifred Shaw Has Blackest Hair

Winifred Shaw, Warner Bros. actress featured in "The Case of the Velvet Claws," a mystery drama now showing at the Theatre, has been declared by Perc Westmore, head of the studio make-up department, to have the blackest hair he has ever seen. Her hair is three shades darker than that of Kay Francis.

### Claire Dodd Proves Pet Fancier

Claire Dodd, who has the feminine lead in the Warner Bros. mystery thriller, "The Case of the Velvet Claws," now showing at the Theatre, has, during her lifetime, owned eleven dogs, thirty-three cats, six canaries and two goats.

Her only pet at the present is a wirehaired terrier named "Bolt".

**LENGTH OF FILM**  
5838 Feet  
**RUNNING TIME**  
63 Minutes

### Reads 20 Mystery Dramas in Week

Gordon Elliott, handsome young First National actor featured in "The Case of the Velvet Claws," which comes to the Theatre on . . . . . next, got the feel of the picture, he says, by reading mystery stories.

In one week, before the picture started, he claims he read eight mystery novels and twelve mystery magazines from cover to cover.

### Claire Dodd Traps Beavers for Coat

Claire Dodd, who has the feminine lead opposite Warren William in the latest First National mystery thriller, "The Case of the Velvet Claws," which comes to the Theatre on . . . . . next, is a real woodsman.

Miss Dodd spent two weeks' vacation in the wilds of Montana last winter. In that time she trapped enough beavers to make her a fur coat. She had it made up by a Hollywood modiste.

### Winifred Shaw Uses Secret Perfume

Winifred Shaw may not have a corner on the stock market but she does have a corner on a particular blend of perfume.

One of her friends living in Detroit, Miss Shaw revealed, makes up a perfume especially and exclusively for her.

The dark-haired Warner Bros. actress is currently featured in "The Case of the Velvet Claws."

### Claire Dodd Credits Success to Maid

Claire Dodd, who has the leading feminine role in the First National mystery thriller, "The Case of the Velvet Claws," which comes to the Theatre on . . . . . next, credits her maid, Sarah Scudder, with much of her success in pictures.

Miss Scudder, under the professional name of Joy Janin, formerly was a star on Broadway.

## Wini Shaw Given Statuette Charm for Singing Hit

The writers of the song which won Academy of Motion Picture Arts and Sciences top honors this year, "Lullaby of Broadway," have shared their triumph with the girl who introduced the number to the screen.

Harry Warren and Al Dubin presented to Winifred Shaw, the Warner Bros. singing star, now playing in "The Case of the Velvet Claws," at the Theatre, a tiny replica of the statuette they received from the Academy.

The gold miniature is about an inch long and is made to be fastened on a bangle bracelet. Miss Shaw, however, says she will carry it around in her purse as a good luck charm.

The raven-haired Miss Shaw sang the hit song in "Gold Diggers of 1935," her first picture.

"The Case of the Velvet Claws" is a baffling murder mystery thriller by the famous author, Erle Stanley Gardner. Besides Miss Shaw the cast includes Warren William, Claire Dodd, Gordon Elliott, Joseph King, Addison Richards, Eddie Acuff and Olin Howland.

William Clemens directed the production from the screen play by Tom Reed.

## Warren William Same Character in Four Films

An actor's consistent portrayal of one particular character in a series of motion pictures has a curious effect upon motion picture fans. They begin to think of the actor as being the actual character he portrays instead of a thespian with powers of impersonation.

This is demonstrated by the fact that more than fifty percent of the requests for fan pictures of Warren William arrive with the message: "Please sign it 'Perry Mason'." Some of William's fan mail even comes addressed to "Perry Mason, care Warner Bros. studio."

The actor has become rather used to this now. He has been Perry Mason, the debonaire lawyer, in three pictures to date, and is now playing the part for the fourth time in Warner Bros. picture, "The Case of the Velvet Claws," now showing at the Theatre.

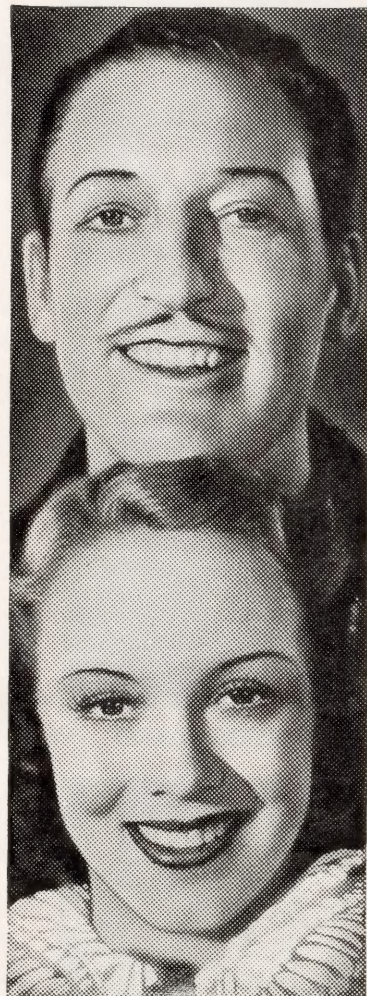
"The Case of the Velvet Claws" is a baffling murder mystery thriller by the famous author, Erle Stanley Gardner. Besides William the cast includes Claire Dodd, Winifred Shaw, Gordon Elliott, Joseph King, Addison Richards, Eddie Acuff and Olin Howland. William Clemens directed the production from the screen play by Tom Reed.

### Film Actor Sells One Act Play

Robert Middlemas, veteran stage actor appearing in the First National mystery thriller, "The Case of the Velvet Claws," now showing at the Theatre, received word that a one-act play he had written, "Our Dearest Possession," had been accepted for publication by firms in New York and London.

Author of a number of plays including "The Valiant," Middlemas says he writes plays exclusively for amateur theatrical companies, which plays, in the long run, generally produce the highest royalties.

## Newlyweds!



Warren William and Claire Dodd—modern middle-aislers in the First National thriller, "The Case of the Velvet Claws," which will open at the Theatre on . . . . .

Mat No. 161-10c

## Purcell Bawled Out For Having Fake Black Eye

The black and blue circle which graced the right eye of Dick Purcell, Warner Bros. actor, was the cause of consternation on the set of "The Case of the Velvet Claws," now showing at the Theatre.

"That black eye. Just look at it!" exploded the assistant.

"Well, what of it?" Clemens asked his aide.

Then it came out. Purcell had his eye made up to show Clemens how he would look in a scene to be filmed later in the picture. The assistant had not been advised.

Purcell is a crafty newspaper reporter who fights with Warren William in "The Case of the Velvet Claws," a baffling mystery thriller by Erle Stanley Gardner. Besides Purcell and William the cast includes Claire Dodd, Winifred Shaw, Gordon Elliott, Joseph King, Addison Richards, Eddie Acuff, Olin Howland and Paula Stone. The screen play is by Tom Reed.

### Suntan Make-Up Proved Too Dark

Eddie Acuff had what he thought a great plan to escape wearing grease paint. Two weeks before the start of "The Case of the Velvet Claws," the First National mystery drama which comes to the Theatre on . . . . . next, the comedian went to Palm Springs and exposed himself to the desert sun.

"Too dark," said the cameraman. "Go to make-up and have 'em put some light grease paint on your map." Acuff did.

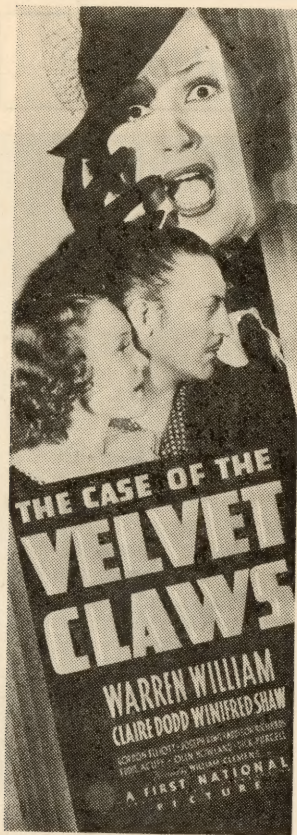
## Mr. and Mrs. Perry Mason



Claire Dodd and Warren William, just married, supplied with grub by Eddie Acuff (right) for a wedding supper they never eat—in the First National thriller, "The Case of the Velvet Claws," now playing at the Theatre.

Mat No. 201-20c

# ACCESSORIES



INSERT CARD



1-SHEET & MIDGET WINDOW CARD



WINDOW CARD



6-SHEET



3-SHEET

## Your Supporting Program

**"SHANGHAIED SHIP-MATES"** (Looney Tunes Series). Porky Pig turns the tables on the villainous pirate who abducted him, and starts a mutiny in the fo'castle.

(7 minutes—No. 1709)

**"VITAPHONE STAGE SHOW"** (Big Time Vaudeville Series). Variety turns featuring Pallenberg's Bears, the Landt Trio & Wite and other star Vaudeville acts.

(11 minutes—No. 1613)

**CROSS & DUNN** in **"WHEN YOU'RE SINGLE"** (Broadway Brevities Series). The two singing comedians come through in a nicely-paced routine supported by others of equal merit.

(21 minutes—No. 1017)

**"WHEN I YOO HOO"** (Merrie Melodies Series). A hill-billy feud in the mountains settled by a very humorous cock-fight. A reel of Technicolor that your customers should like.

(7 minutes—No. 1409)

**JOE PALOOKA** in **"PUNCH AND BEAUTY"** with **SHEMP HOWARD** and **ROBERT NORTON** (Vitaphone Comedies Series). The third in the increasingly popular Joe Palooka series.

(20 minutes—No. 1120)

PRICES	
6-SHEETS	
1 to 9.....	75c each
10 to 19.....	70c each
20 and over.....	65c each
3-SHEETS	
1 to 24.....	40c each
25 and over.....	36c each
1-SHEETS	
1 to 49.....	15c each
50 to 99.....	13c each
100 and over.....	11c each
WINDOW CARDS	
1 to 49.....	7c each
50 to 99.....	6c each
100 and over.....	5½c each
INSERT CARDS	
1 to 24.....	25c each
25 to 49.....	22c each
50 to 99.....	20c each
100 and over.....	18c each
HERALDS	
1M to 4M.....	\$3.00 per M
5M and over.....	2.75 per M
LOBBY DISPLAYS	
11 x 14 Photos.....	75c a set
(8 in set—colored)	
22 x 28 Photos.....	80c a set
(2 in set—colored)	
Slides.....	15c each
Stills.....	10c each
Midget Window Cards.....	4c each
(These prices apply to the U.S. only)	

ANOTHER PERRY MASON LAUGH-A-MINUTE MYSTERY THRILLER!



SLIDE

## THE STORY

The popular Warren William again returns to the screen as Perry Mason, the brilliant attorney-detective created by Author Erle Stanley Gardner — this time in "The Case of the Velvet Claws," a baffling, thrilling murder drama.

Packed with suspense from first scene to fade-out and not lacking humor, the picture is said to be the best plot yet created by Gardner who wrote three other stories starring William, "The Case of the Lucky Legs," "The Case of the Curious Bride" and "The Case of the Howling Dog."

The picture starts off with a wedding. Mason is married by Judge Mary F. O'Daugherty (Clara Blandick) to his secretary, Della Street (Claire Dodd).

The couple prepare to leave on their honeymoon when Mason is dragged from the arms of his bride, at the point of a gun, by Mrs. Eva Belter (Winifred Shaw) who insists he take a case for her. She tells Mason he must protect the name of Peter Milnor (Kenneth Harlan) from the publisher of a blackmailing sheet because if the publisher, George C. Belter (Joe King) reveals Milnor was seen with a certain married woman, his career as a politician will be ruined.

Mason learns, while visiting the publisher that Mrs. Belter is his wife and that she was the woman Milnor was out with. While on the visit, he meets Milnor, Carl Griffin (Gordon Elliott), a good looking, likable chap, the favorite nephew of Belter, Norma Veite (Paula Stone), daughter of the Belter housekeeper, Mrs. Veite (Ruth Robinson), and Digley

(Stuart Holmes), the husky butler. With the exception of Griffin, all act as though they wouldn't mind seeing Belter resting on a slab in the morgue.

That night Belter is murdered. Everyone, including Mrs. Belter, accuses Mason of doing the job. To Mason, everyone looks guilty, including some of Belter's editorial aides he met at the office of the scandal sheet, including Frank Locke (Addison Richards), the ace reporter, and Locke's blonde girl friend, Esther Linton (Carol Hughes).

While Mason is dodging police and phoning his bride he'll be home pretty soon to carry out their honeymoon plans, Spudsy Drake (Eddie Acuff), Mason's henchman whose ambition is to become a champion weight lifter, snoops around and picks up a few clues. The bride gets tired of waiting for Mason and visits Judge O'Daugherty. She says she wants a divorce, figuring it would be better to be a happy secretary than a disappointed bride.

Finally Mason solves the crime, much to the surprise of Mrs. Belter who thought she had committed the murder. Griffin did the job after Belter told him he had willed him his estate, because his wife double crossed him and then tried to kill him.

Mason talks Della into returning to him by promising he will never handle another exciting case and they leave for a honeymoon rendezvous. Their car is followed by another carrying a sub-machine gun toting a gangster who has a case for Mason to handle—or else.

## CAST

Perry Mason.....	Warren William
Della.....	Claire Dodd
Eva Belter.....	Winifred Shaw
Carl Griffin.....	Gordon Elliott
George C. Belter.....	Joseph King
Frank Locke.....	Addison Richards
Spudsy Drake.....	Eddie Acuff
Wilbur Stron.....	Olin Howland
Peter Milnor.....	Kenneth Harlan
Crandal.....	Dick Purcell
Judge Mary F. O'Daugherty.....	Clara Blandick
Mrs. Veite.....	Ruth Robinson
Norma Veite.....	Paula Stone
Sergt. Hoffman.....	Robert Middlemass
Digley.....	Stuart Holmes
Esther Linton.....	Carol Hughes

## Official Billing

THE CASE OF THE VELVET CLAWS	100%
with	
Warren William	85%
Claire Dodd—Winifred Shaw	75%
Gordon Elliott—Joseph King	10%
Addison Richards—Eddie Acuff	10%
Olin Howland—Dick Purcell	10%
Directed by William Clemens	20%
A First National	40%
Productions Corporation	5%
Picture	25%

## BIOGRAPHIES

### Warren William

Warren William was born in Aitken, Minn. He always wanted to be an actor, but it wasn't until after he had served in the Engineer's Corps of the A.E.F. and the armistice had been signed that he joined a theatrical troupe, organized to tour the army camps in Europe.

When he returned to America, managers inclined a favorable ear and soon Warren found himself in a road company of "I Love You." A season in stock ensued, then Broadway gave him a chance in Rachel Crothers' "Expressing Willie."

His more recent pictures include "Times Square Playboy," "Hard Luck Dame," "The Woman from Monte Carlo," "The Case of the Lucky Legs," "The Case of the Curious Bride," "Dr. Monica," "Smarty" and "Upperworld."

The latest film in which he appears is "The Case of the Velvet Claws" which comes to the Theatre on.....next.

### Claire Dodd

The theatre and stage interested Claire Dodd but mildly until a vacation visit to California. A screen test resulted in a contract for an important role in Eddie Cantor's "Whoopee" and Ziegfeld hired her for the Broadway production, "Smiles." Later she returned to the West Coast under a long term contract to Warner Bros.

Her more recent pictures include "Two Against the World," "Murder by an Aristocrat," "The Singing Kid," "Don't Bet on Blondes," "The Case of the Curious Bride," "The Goose and the Gander," "Babbitt" and "I Sell Anything." She was born in Iowa.

Her current picture is "The Case of the Velvet Claws" which comes to the Theatre on.....next.

### Winifred Shaw

Winifred Shaw started her stage career at six with her parents in vaudeville and later made a hit on Broadway in musical comedy, being not only an accomplished actress, but a singer.

Her biggest successes on the stage were "Rain or Shine" and "Simple Simon." She was also in the Ziegfeld Follies for two seasons.

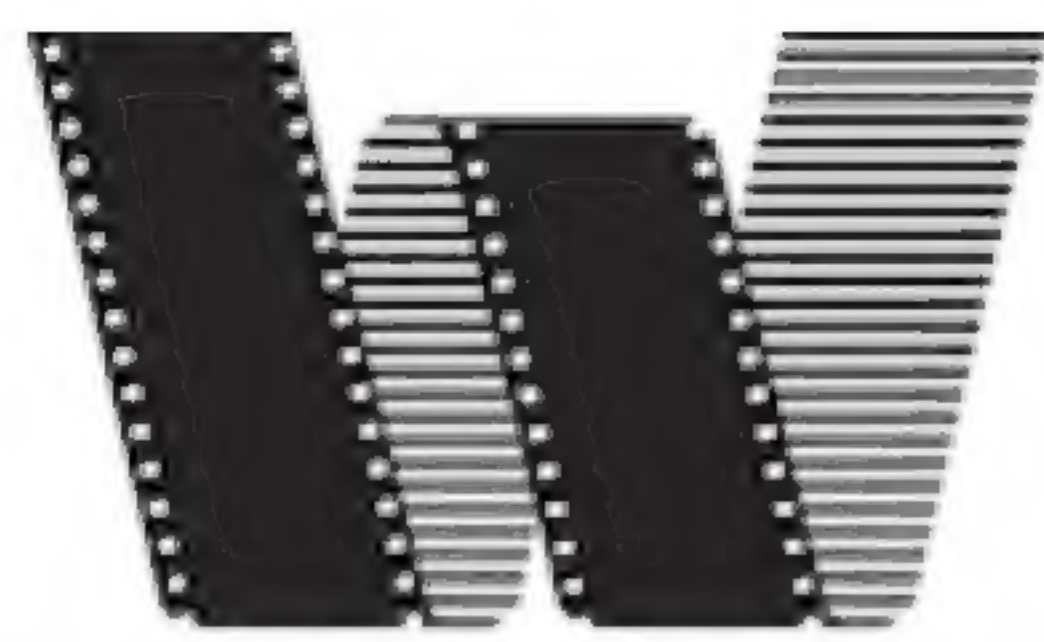
She has appeared in "Sons O' Guns," "The Singing Kid." Her current production is "The Case of the Velvet Claws," which comes to the Theatre on.....next.

## PRODUCTION

Director.....	William Clemens
Screen Play by.....	Tom Reed
Story by.....	Erle Stanley Gardner
Photography by.....	Sid Hickox, A.S.C.
Film Editor.....	Jack Saper
Art Director.....	Esdras Hartley



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